

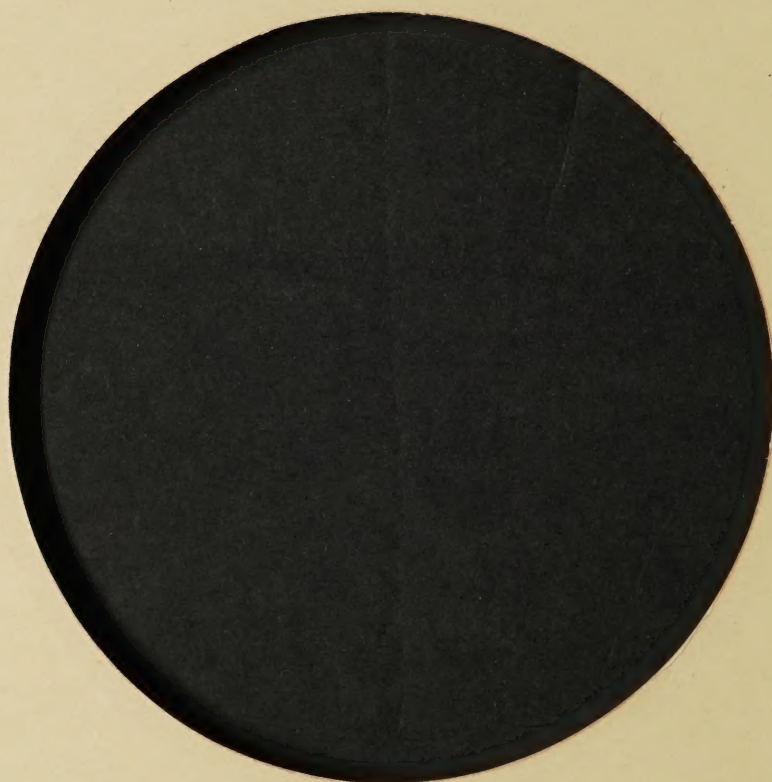
238

"IDEAL LIGHTING"



ALEXALITES

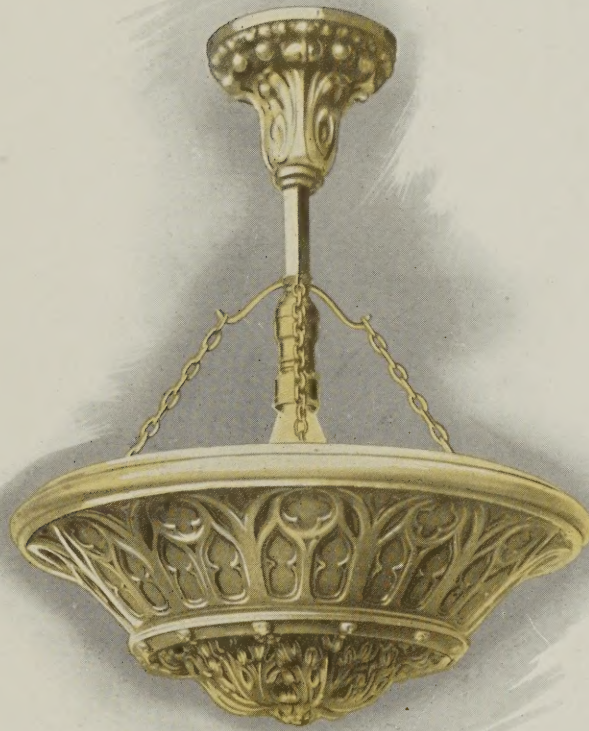
CATALOG NO. 55



“IDEAL LIGHTING”

Illustrating and Describing

ALEXALITES



THE ALEXALITE COMPANY

434 EAST 23RD. STREET
NEW YORK CITY



THE ALEXALITE System of Illumination is designed for the offices and residences of those who appreciate the value of their eyesight. The eye is accustomed to do its work by daylight. *Alexalite* Illumination approximates daylight conditions more closely than any other source of artificial light.

The diffusing bowl of every *Alexalite* is of formed steel, coated inside with highly efficient, white, fired, porcelain enamel. It is scientifically shaped so as to secure the best effects of light distribution. In most cases the diffusing bowl is encased in an artistically moulded composition exterior.

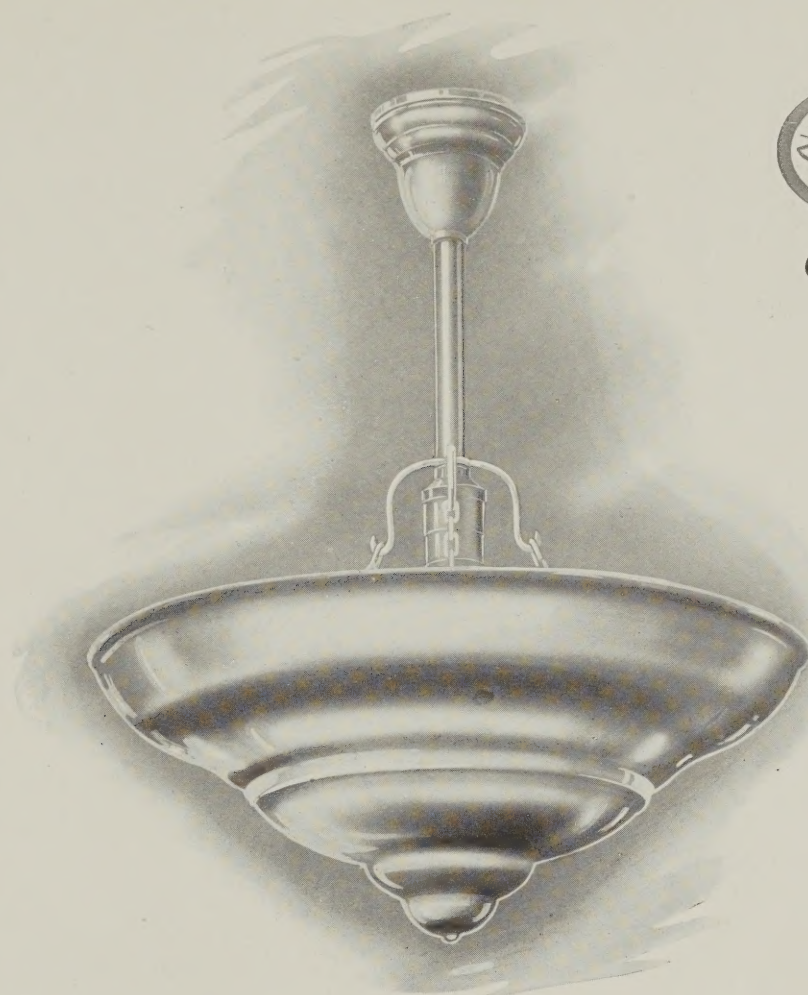
The arrangement of diffuser and lamp to permit easy cleaning with no danger of breakage, is perfect.

The highest efficiency of the *Alexalite* is attained when used with the new Type "C" Mazda Lamp, the most economical incandescent lamp ever placed on the market. Owing to the heat resisting qualities of the diffusing bowl, *Alexalites* may be used without damage with any size of lamp from 100 to 1000 watts.

Alexalites are recommended for the illumination of general offices, banks, department stores, public buildings, moving picture theatres, lodge rooms and residences, or of any spaces where clear vision and the comfort of the eye are a consideration.

A wide range of designs is offered, so that selections may be made in keeping with architectural effects or special ornamentation.

Our Illuminating Department has capable engineers who will give data and make suggestions regarding any proposed installations. Layouts for proper light distribution and costs of operation and maintenance will be made gratis upon request.



*Commercial
Type*

*Commercial and Commercial Junior Types
Nos. 300 and 301*

THIS is the *Alexalite* in its simplest form, consisting of a formed steel bowl, coated on the inside with white, fired porcelain enamel. Used for lighting large areas where special ornamentation is not required. No. 301 is similar to No. 300, but is smaller. Furnished the proper length for all ceiling heights.

Dimensions No. 300, length over all, 26 inches; spread, 22 inches.
No. 301, length over all, 18 inches; spread, 15 inches.

Capacity No. 300, Type "C" Mazda Lamps, sizes 300 to 1000 watts inclusive.
No. 301, Standard Mazda Lamps, sizes 100 to 200 watts inclusive.

Finish Dull white enamel.

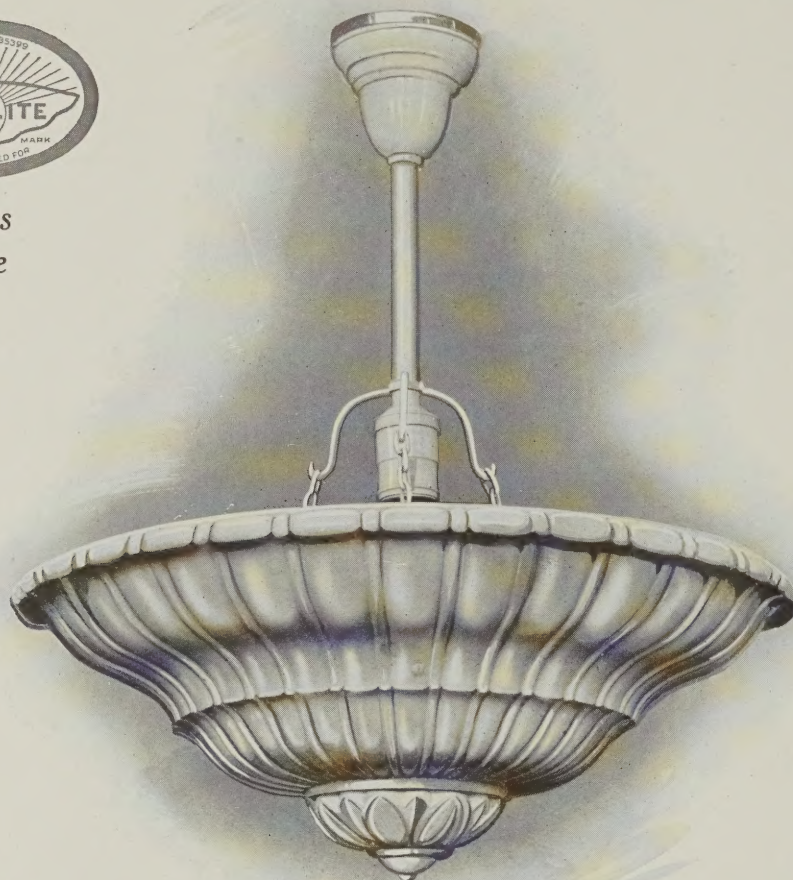
List Price Wired complete with Okonite Wire, $\frac{3}{8}$ -inch insulating joint and socket, but without lamps.

No. 300, Commercial.....	\$18.00
No. 301, Commercial Junior.....	13.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Lotus
Type*



*Lotus and Lotus Junior Types
Nos. 303 and 304*

FOR general offices, moving picture theatres, cafes, lunch rooms, etc. These fixtures have standard *Alexalite* bowl, encased in a moulded composition exterior. No. 304 is similar to No. 303, but smaller, and is suitable for balconies, mezzanines, etc. Furnished the proper length for all ceiling heights.

Dimensions No. 303, length over all, 27 inches; spread, 24 inches.
No. 304, length over all, 20 inches; spread, 18 inches.

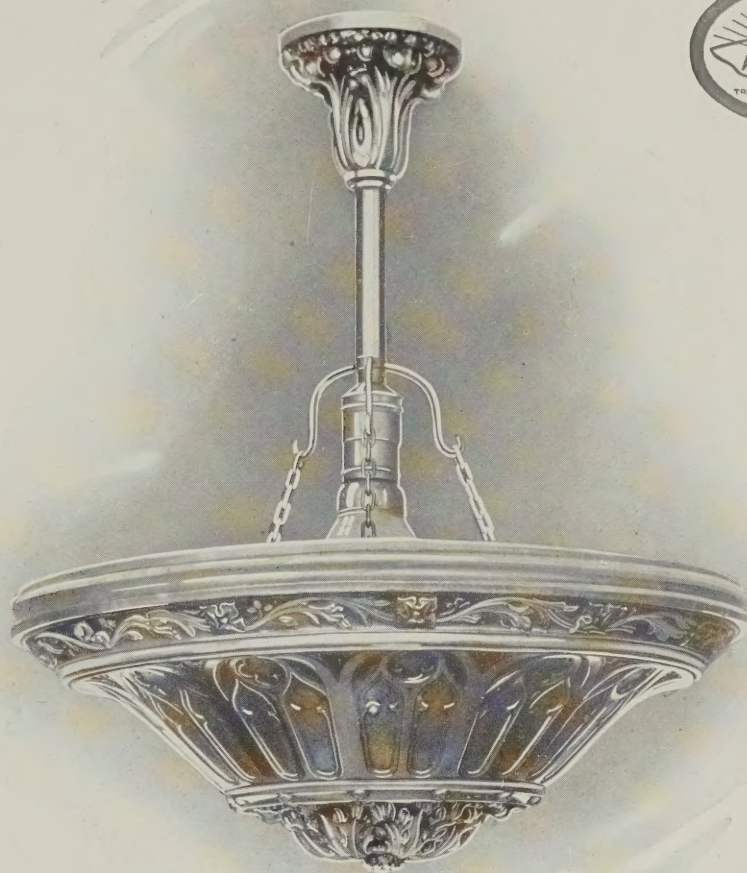
Capacity No. 303, for Type "C" Mazda Lamps, wattages 300 to 1000 inclusive.
No. 304, for Standard Mazda Lamps, sizes 100 to 200 watts inclusive.

Finish Antique ivory. Other special finishes can be furnished when specified.

List Price Wired complete with Okonite Wire, socket, $\frac{3}{8}$ -inch insulating joint, etc., but without lamp.

No. 303, Lotus	\$30.00
No. 304, Lotus Junior	18.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Gothic
Type*

*Gothic and Gothic Junior Types
Nos. 310 and 311*

EQUIPPED with standard *Alexalite* diffusing bowl encased in composition exterior. Recommended for residence, library, church, theatre or lodge room lighting. Furnished the proper length for all ceiling heights. No. 311 is similar to No. 310, but is smaller.

Dimensions No. 310, length over all, 27 inches; spread, 24 inches.
No. 311, length over all, 20 inches; spread, 18 inches.

Capacity No. 310, for Type "C" Mazda Lamps, sizes 300 to 1000 watts inclusive.
No. 311, for Standard Mazda Lamps, sizes 100 to 200 watts inclusive.

Finish Antique ivory. Other special finishes can be furnished when specified.

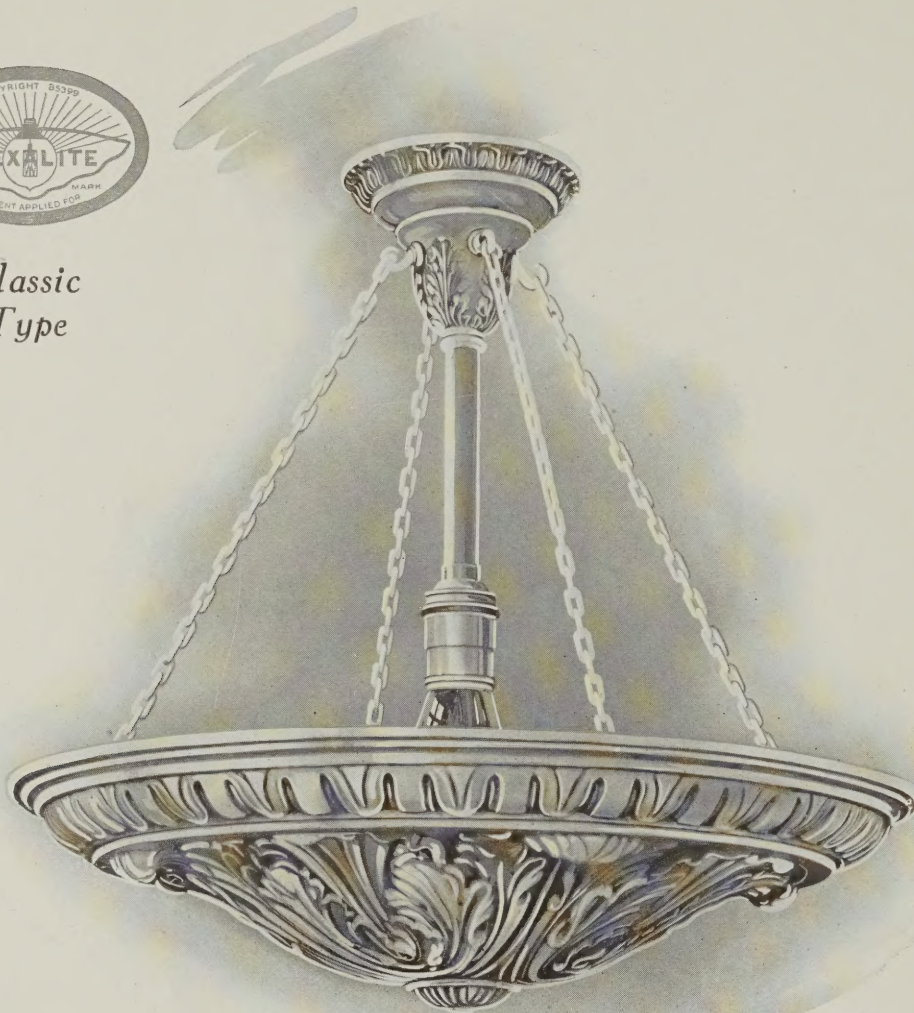
List Price Wired complete with Okonite Wire, socket, $\frac{3}{8}$ -inch insulating joint, etc., but without lamps.

No. 310, Gothic	\$58.00
No. 311, Gothic Junior	38.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Classic
Type*



*Classic Type
No. 318*

MADE of metal, with standard *Alexalite* diffusing bowl. Recommended for the illumination of residences, banks, stores, public buildings, corridors and private offices. Furnished the right length for all ceiling heights.

Dimensions Length over all, 24 inches; spread, 25 inches.

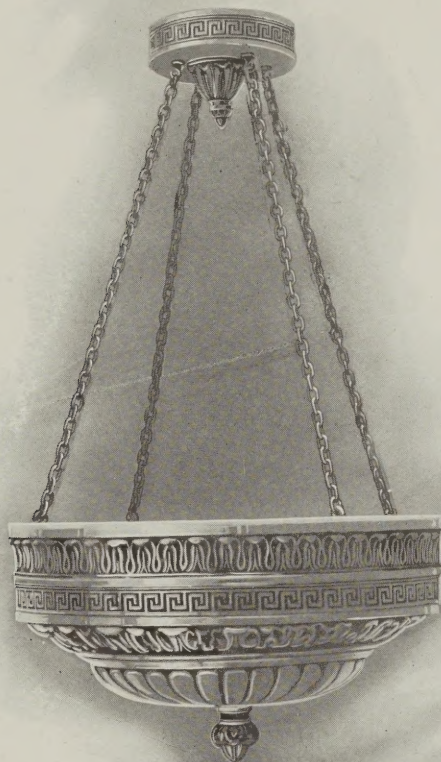
Finish Antique ivory. Other special finishes can be furnished when specified at a slight additional cost.

Capacity For Standard Mazda Lamps, sizes 100 to 200 watts inclusive

List Price Wired complete with Okonite Wire, socket, $\frac{3}{8}$ -inch insulating joint, etc., but without lamp.

No. 318, Classic.....\$46.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Devonshire
Type*

*Devonshire and Devonshire Junior Types
Nos. 344 and 320*

THESE fixtures have a moulded composition exterior, equipped with the standard *Alexalite* diffusing bowl. This type is distinctive and is especially recommended for churches, lodge rooms and theatres. Furnished the proper length for all ceiling heights.

Dimensions No. 344, length over all, 52 inches; spread, 32 inches.
No. 320, length over all, 42 inches; spread, 18 inches.

Finish Antique ivory. Other special finishes can be furnished when specified at a slight additional cost.

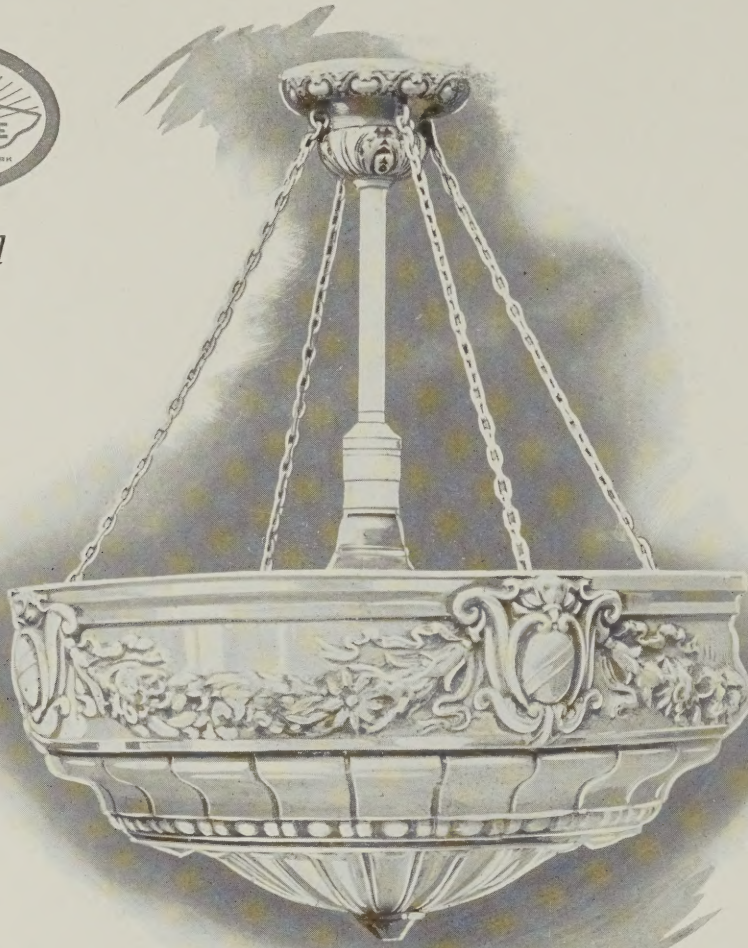
Capacity No. 344, for Type "C" Mazda Lamps, sizes 300 to 1000 watts inclusive.
No. 320, for 100 and 200 watt Standard Mazda Lamps.

List Price Wired complete with Okonite Wire, socket, $\frac{3}{8}$ -inch insulating joint, etc., but without lamp.
No. 344, Devonshire \$104.00
No. 320, Devonshire Junior 56.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Garland
Type*



*Garland Type
No. 350*

ORNAMENTAL metal exterior encases the standard *Alexalite* diffusing bowl. Recommended for banks, public buildings, assembly rooms and theatres, and for all other spaces where an ornamental type of fixture is desirable. Furnished the proper length for all ceiling heights.

Dimensions Length over all, 30 inches; spread, 25 inches.

Finish Antique ivory. Other special finishes can be furnished when specified at a slight additional cost.

Capacity Type "C" Mazda Lamps, sizes 300 to 1000 watts inclusive.

[List Price Wired complete with Okonite Wire, $\frac{3}{8}$ -inch insulating joint, Mogul socket, etc., but without lamp.
No. 350, Garland Type.....\$76.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Regency
Type*

*Regency Type
No. 354*

THE moulded composition exterior of this fixture is equipped with a standard *Alexalite* diffusing bowl. Recommended for any decorated rooms, such as ball rooms, hotel dining rooms, banks or public buildings. Furnished the proper length for all ceiling heights.

Dimensions Length over all, 36 inches; spread, 26 inches.

Finish Antique ivory. Other special finishes can be furnished when specified at a slight additional cost.

Capacity Type "C" Mazda Lamps, sizes 300 to 1000 watts, inclusive.

List Price Wired complete with Okonite Wire, Mogul socket, $\frac{3}{8}$ -inch insulating joint, etc., but without lamp.

No. 354, Regency Type.....\$54 00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Consol
Type*



*Consol Type
No. 358*

EXTERIOR is of metal, encasing a standard *Alexalite* diffusing bowl. These fixtures are recommended for banking rooms, lodge rooms, offices, corridors, and all medium sized rooms. Furnished the proper length for all ceiling heights.

Dimensions Length over all, 28 inches; spread, 24 inches.

Finish Antique ivory. Other special finishes can be furnished when specified.

Capacity For Type "C" Mazda Lamps, sizes 300 to 1000 watts inclusive.

List Price Wired complete with Okonite Wire, Mogul socket, $\frac{3}{8}$ -inch insulating joint, etc., but without lamp.
No. 358, Consol Type.....\$70.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Cameo
Type*



*Cameo Type
No. 359*

THIS fixture has a metal exterior and the standard *Alexalite* diffusing bowl. Recommended for residences, private offices and medium sized rooms, or on mezzanines. Furnished the proper length for all ceiling heights.

Dimensions Length over all, 17 inches; spread, 17 inches.

Finish Antique ivory. Other special finishes can be furnished when specified at a slight additional cost.

Capacity For Standard Mazda Lamps, sizes 100, 150 and 200 watts.

List Price Wired complete with Okonite Wire, socket, $\frac{3}{8}$ -inch insulating joint, etc., but without lamp.

No. 359, Cameo Type.....\$24.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Reed
and Ribbon
Type*



*Reed and Ribbon Type
No. 360*

IN this fixture the standard *Alexalite* diffusing bowl is mounted in an ornamental exterior of moulded composition. Suitable for use in many locations. Furnished the proper length for all ceiling heights.

Dimensions Length over all, 28 inches; spread, 24 inches.

Finish Antique ivory. Other special finishes can be furnished when specified at a slight additional cost.

Capacity For Type "C" Mazda Lamps, sizes 300 to 1000 watts, inclusive.

List Price Wired complete with Okonite Wire, Mogul socket, $\frac{3}{8}$ -inch insulating joint, etc. but without lamp.

No. 360, Reed and Ribbon Type.....\$52.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Altman
Type*

*Altman and Altman Junior Types
Nos. 362 and 363*

HAVE standard *Alexalite* diffusing bowls encased in moulded composition exterior. Recommended for department store lighting and general locations where impressive looking units are required. No. 363 is exactly similar to No. 362, but smaller.

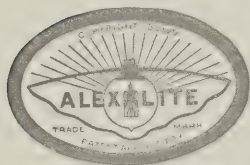
Dimensions No. 362, length over all, 28 inches; spread, 24 inches.
No. 363, length over all, 20 inches; spread, 17 inches.

Finish Antique ivory. Any other special finish can be furnished when specified.

Capacity No. 362, for Type "C" Mazda Lamp, sizes 300 to 1000 watts inclusive.
No. 363, for Standard Mazda Lamp, sizes 100 to 200 watts inclusive.

List Price Wired complete with Okonite Wire, $\frac{3}{8}$ -inch insulating joint, socket, etc., but without lamp.
No. 362, Altman \$38.00
No. 363, Altman Junior..... 30.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Athens
Type*



*Athens Type
No. 364*

THIS fixture has metal exterior encasing the standard *Alexalite* diffusing bowl, and is recommended for banks, stores, public buildings, corridors, etc. It is furnished the proper length for all ceiling heights.

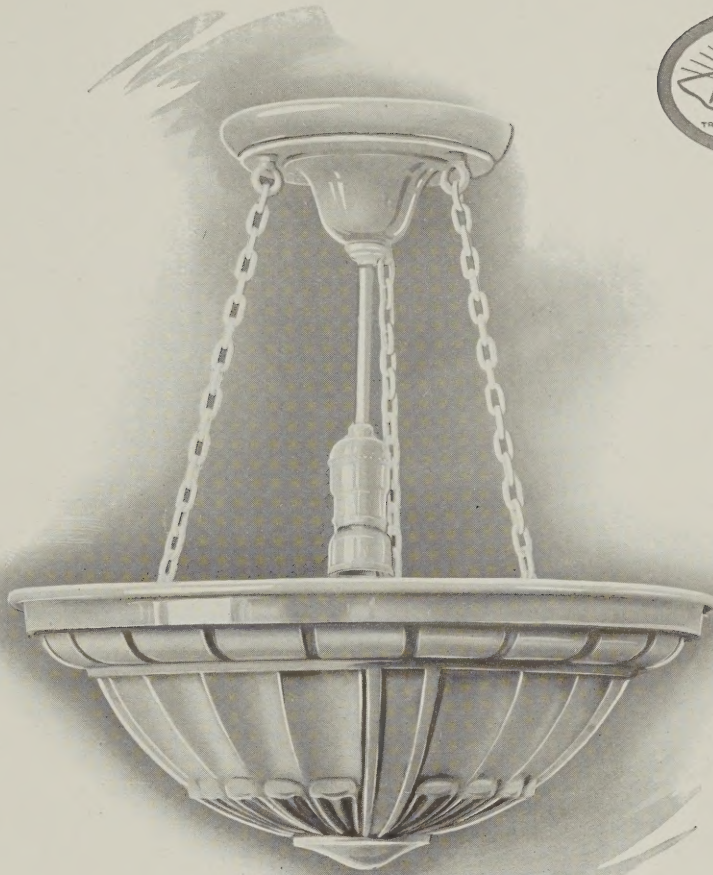
Dimensions Length over all, 28 inches; spread, 25 inches.

Finish Antique ivory. Other special finishes can be furnished when specified, at a slight additional cost.

Capacity For Type "C" Mazda Lamps, sizes 300 to 1000 watts inclusive.

List Price Wired complete with Okonite Wire, $\frac{3}{8}$ -inch insulating joint, Mogul socket, etc., but without lamp.
No. 364, Athens Type.....\$55.00

Gives maximum uniform illumination over the greatest area with least consumption of current



*Panel
Type*

*Panel Type
No. 365*

THIS fixture has the standard *Alexalite* diffusing bowl mounted in exterior casing of metal. Recommended for general use where a plain but effective result is desired. Furnished the proper length for all ceiling heights.

Dimensions Length over all, 19 inches; spread, 17 inches.

Finish Antique ivory. Other special finishes can be furnished when specified at a slight additional cost.

Capacity For Standard Mazda Lamps, sizes 100 to 200 watts inclusive.

List Price Wired complete with Okonite Wire, $\frac{3}{8}$ -inch insulating joint, socket, etc., but without lamp.
No. 365, Panel Type. \$25.00

Gives maximum uniform illumination over the greatest area with least consumption of current

*Aberdeen National Bank,
Aberdeen, S. D. Main bank-
ing room 52 x 48, 23 foot ceil-
ing. 250 wall lamps, perfect
illumination.*



*Study Room, New York
Public Library. Notice perfect
illumination on working plane.
Renaissance type installed.*

*Stenographic Room Harris
Trust & Savings Bank Build-
ing, Chicago. 15 foot ceiling.
Note perfect illumination.
Gothic type installed.*



The above photographs were taken at night with Alexalite illumination only, and are typical of what Alexalites are doing wherever they have been installed. Alexalites are recommended for use with the new Nitrogen filled Mazda Lamp, as the heat generated by the lamp has no effect on the porcelain enameled steel diffusing bowl.

